



Application for
Commercial Broadcasting Licence

Sky Alpha FM



| P.O. Box 4446 Maseru 100 | admin@skyalphahd.com | +266 62123565// +266 58994243 | +266 22312759

93 Kharetsana Street, Mohalalito, Maseru 100, Lesotho

www.skyalphahd.com

Foreword

It is with great honour and determination that I present this application to the **Lesotho Communications Authority (LCA)** for a **Commercial Broadcasting Licence** on behalf of **Sky Alpha FM**.

Sky Alpha FM is not a new venture, but rather the strategic evolution of **Sky Alpha HD**, a pioneering digital media house that has, over the years, broken ground in online broadcasting, content creation, and audience engagement. This next chapter represents our bold step into terrestrial radio, building on a strong foundation of innovation, professional standards, and cultural storytelling.

Our vision is clear: to establish a **24-hour, seven-days-a-week commercial broadcaster** that informs, educates, and inspires, while simultaneously reflecting the heartbeat of the Basotho people. With programming designed to balance **Sesotho and English**, Sky Alpha FM will serve as both a custodian of our heritage and a bridge to global dialogue.

This application has been carefully compiled in accordance with the requirements of the LCA, and it reflects our preparedness in terms of governance, financial sustainability, technical capacity, and programming strategy. More importantly, it embodies our unwavering commitment to delivering **responsible, inclusive, and development-driven broadcasting** that aligns with national aspirations and international best practice.

In seeking this licence, we reaffirm our readiness to not only comply with the Broadcasting Code of 2022 but to actively contribute to Lesotho's media growth, youth empowerment, and creative industry development.

It is my sincere belief that Sky Alpha FM will become a transformative voice in our nation's media landscape, one that amplifies community perspectives, fosters cultural pride, and strengthens democratic discourse.

Tello Leballo



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93 Kharetsana Street, Mohalalito, Maseru 100, Lesotho

www.skyalphahd.com

Enjoy digital radio, listen [here](#).

DATE: August 08th, 2025

The Chief Executive Officer

Lesotho Communications Authority (LCA)
30 Princess Margaret Road
Old Europa
Maseru 100
Lesotho

Dear Mr Goolam

Application for a Commercial Broadcasting Licence – Sky Alpha FM (Debra Holdings)

I write to formally apply for a commercial broadcasting licence for *Sky Alpha FM*, now fully owned and operated under **Debra Holdings**. This transition marks a deliberate evolution from *Sky Alpha HD*, our successful digital platform, into a robust, bilingual (Sesotho–English) 24-hour commercial radio station. Under Debra Holdings’ stewardship, Sky Alpha FM is positioned to combine innovative digital broadcasting with high-quality terrestrial programming that is culturally resonant, socially impactful, and commercially sustainable.

Sky Alpha FM will provide an inclusive and diverse range of services, including:

- **Round-the-clock bilingual broadcasting** covering news, current affairs, culture, music, and educational programming.
- **Specialist shows and podcasts** featuring governance dialogues, youth innovation, arts, heritage, and Pan-African music.
- **Community-focused content** that promotes civic engagement, social development, and national identity.
- **Hybrid delivery** through FM transmission and global online streaming, ensuring accessibility for local audiences and the Basotho diaspora.

Our programming will adhere to the highest standards of journalistic integrity, regulatory compliance, and public service, while fostering talent development through structured training, internships, and

academic collaborations. We are confident that Sky Alpha FM will contribute significantly to Lesotho's media landscape and align with national development priorities.

I trust this application will receive your favourable consideration and remain at your disposal to provide any further information required.

Yours faithfully,

Tello Leballo

Executive Director – Sky Alpha FM
Debra Holding
Mobile: +266 62123565//+26658994243



5. Public Awareness

Sky Alpha FM will ensure that this complaints procedure is made accessible to the public through:

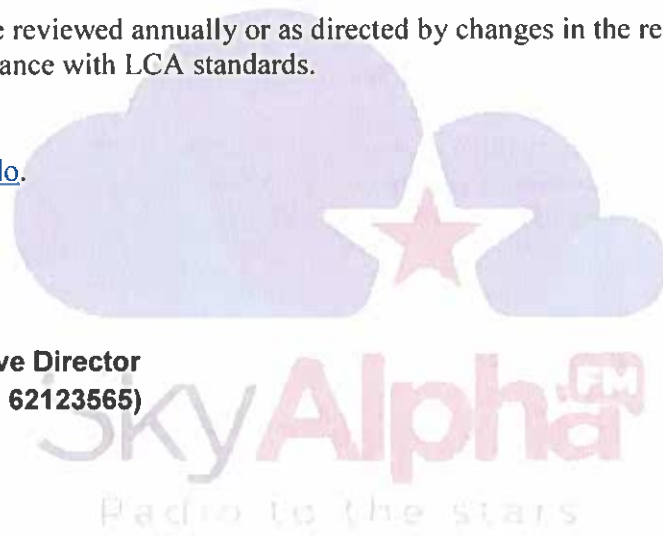
- On-air announcements
 - Website publication
 - Social media platforms
 - Display at the station's reception
-

6. Review

This procedure shall be reviewed annually or as directed by changes in the regulatory framework to ensure ongoing compliance with LCA standards.

Yours sincerely,
[Tello "Dallas T" Leballo.](#)

Founder and Executive Director
(+266 58994243//+266 62123565)



- **Format:** Complaints must be submitted in **writing** (email, hand-delivered, or posted).
 - **Details Required:**
 - Full name and contact details of complainant
 - Date and time of the broadcast
 - Title or description of the programme
 - Nature of the complaint
 - Desired resolution (if applicable)
 - **Submission Channels:**
 - **Email:** info@skyalphahd.com
 - **Post or Hand Delivery:** Sky Alpha FM, 93 Kharetsana Street, Mohalalito, Maseru
 - **Acknowledgement:** Sky Alpha FM will acknowledge receipt of the complaint within **48 hours** of submission.
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Step 2: Internal Review and Response

- The **Complaints Officer**, under the supervision of the **Station Manager**, will investigate the complaint thoroughly.
 - A formal written response will be issued to the complainant within **10 working days**.
 - If resolution is not possible within that timeframe, an update will be provided indicating the status and expected resolution time.
-

Step 3: Resolution and Record-Keeping

- If the complaint is upheld, appropriate remedial action will be taken including corrections, apologies, or internal disciplinary steps.
 - All complaints and their outcomes will be recorded and archived for a minimum of **24 months** and made available to the LCA upon request.
-

4. Escalation to LCA

If the complainant is not satisfied with the resolution provided by Sky Alpha FM, they have the right to escalate the matter to the **Lesotho Communications Authority**.

Contact Details:

Secretary, Broadcasting Disputes Resolution Panel (BDRP)

Lesotho Communications Authority
30 Princess Margaret Road, Old Europa
P.O. Box 15896, Maseru 100
Tel: +266 2222 4300
Website: www.lca.org.ls



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Sky Alpha FM

Draft Procedure to Address Public Complaints Related to Broadcasting Services

93 Kharetsana Street, Mohalalitoe, Maseru

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Website: www.skyalphahd.com

1. Purpose

This procedure outlines the process through which members of the public may lodge complaints regarding Sky Alpha FM's broadcasting services, and how such complaints will be received, reviewed, and resolved in a timely and transparent manner, in accordance with the guidelines of the Lesotho Communications Authority (LCA).

2. Scope

This complaints procedure applies to all content and programming broadcast by Sky Alpha FM and is open to all members of the public who feel aggrieved by any element of our services including, but not limited to:

- Inaccurate or biased reporting
 - Offensive or harmful content
 - Breach of privacy
 - Failure to observe fairness or ethical standards
 - Language use (Sesotho/English balance)
 - Technical or reception-related issues
-

3. Procedure for Lodging a Complaint

Step 1: Submission of Complaint to Sky Alpha FM



Conclusion

Sky Alpha FM represents not just a natural evolution from a successful digital platform but a bold, visionary leap into becoming a terrestrial commercial broadcaster of profound national and regional importance. Anchored firmly in Lesotho's rich cultural heritage and driven by a mission to inform, educate, and inspire, Sky Alpha FM stands poised to set new benchmarks in broadcasting excellence.

With a leadership team steeped in extensive industry experience and a strong organisational structure dedicated to operational integrity, the station embodies a perfect blend of innovation, professionalism, and community rootedness. Sky Alpha FM's unwavering commitment to the highest journalistic standards, ethical reporting, and regulatory compliance underpins its promise to the Lesotho Communications Authority and the broader public.

The station's integrated approach—fusing creative industry initiatives such as the Digital Innovators Summit, Lesotho Rap Archives, and strategic continental collaborations through African Music Icons—cements its role as a dynamic cultural hub and catalyst for socio-economic development. This multi-dimensional content strategy enriches public discourse while fostering a platform for talent development, youth empowerment, and cultural preservation.

Critically, the bilingual broadcasting model—equally balancing Sesotho and English—demonstrates a visionary inclusivity that respects and elevates Lesotho's linguistic diversity, while positioning Sky Alpha FM as a bridge between local communities and global audiences. This linguistic duality ensures maximum reach, cultural resonance, and sustained audience engagement.

Furthermore, Sky Alpha FM's comprehensive training and capacity-building plan promises to nurture a new generation of media professionals, aligning with national development goals and fostering sustainable growth within the local creative economy.

Given these strengths—robust governance, innovative programming, extensive community engagement, global digital connectivity, and unwavering dedication to Lesotho's cultural and developmental priorities—Sky Alpha FM is uniquely qualified to hold a commercial broadcasting license.

We respectfully urge the Lesotho Communications Authority to grant this license, confident that Sky Alpha FM will contribute significantly to the media landscape, enrich public life, and become a shining example of what Lesotho's broadcasting future can and should be.

Strategic Academic Collaboration: A Framework for Sustainable Talent and Media Innovation

At the core of Sky Alpha FM's long-term strategy lies a deliberate and evolving partnership with leading academic institutions, championed by Founder and CEO Tello Dallas T. Leballo. These partnerships are not incidental, but rather central to Sky Alpha FM's commitment to nurturing a new generation of broadcasters, media practitioners, and digital storytellers.

Mr Leballo's ongoing engagement with universities and technical institutes has already laid the groundwork for collaborative curriculum design, research-led content development, and practical training programmes aligned with the evolving demands of the creative and media industries. These engagements will be formalised through Memoranda of Understanding (MOUs), establishing enduring frameworks for:



-
- Structured internship and apprenticeship programmes;
 - Joint research initiatives on media innovation, ethics, and audience dynamics;
 - Co-creation of modules that integrate theory with industry-grade broadcasting practices.

This academic alliance is not only instrumental in bridging the gap between education and employment but also positions Sky Alpha FM as an anchor institution in Lesotho's media landscape—functioning as both a broadcaster and a talent incubator.

Moreover, the collaboration supports a circular model of knowledge exchange, where students, lecturers, and practitioners co-develop solutions to real-world communication challenges—be it local content production, multilingual programming, digital literacy, or civic engagement through media. Crucially, this framework ensures Sky Alpha FM does not simply comply with licensing expectations, but instead evolves into a catalytic institution for excellence, driving:

- Local capacity development;
- Youth empowerment through skills transfer;
- Sectoral transformation anchored in evidence, ethics, and innovation.

In so doing, Sky Alpha FM will contribute directly to national goals on employment, education, cultural expression, and digital transformation—while positioning Lesotho as a regional exemplar of future-facing, academically anchored public-interest broadcasting.



Training and Capacity Building Plan

At the heart of Sky Alpha FM's mission is a steadfast commitment to the professional growth of its personnel and the broader broadcasting community. Our training and capacity-building strategy is both progressive and inclusive, designed to cultivate a new generation of media practitioners who are technically adept, ethically grounded, and culturally attuned.

Sky Alpha FM recognises that securing a commercial broadcasting license carries with it the responsibility of nurturing local broadcasting talent and raising national media standards. As such, our approach is institutional, structured, and aligned with international best practices:

Core Capacity-Building Strategies

- Annual Training Workshops

In partnership with institutions such as the National University of Lesotho and Limkokwing University of Creative Technology, Sky Alpha FM will host intensive workshops on journalism, media ethics, audio production, and digital storytelling. These workshops will also include regulatory briefings to ensure full alignment with LCA guidelines.

- In-House Training Modules

Regular internal sessions will cover core broadcasting competencies, including:

- o On-air presentation techniques
- o Bilingual broadcasting (Sesotho and English fluency development)
- o Media law and compliance
- o Technical production and audio engineering
- o Fact-checking and anti-disinformation techniques



- Internship & Mentorship Programmes

We will formalise a structured mentorship initiative, placing interns under the guidance of seasoned broadcasters and producers. Interns will rotate across departments, gaining hands-on exposure to real-time newsrooms, control rooms, and field reporting.

- Podcast & Digital Media Incubator

With the rise of digital-first content, Sky Alpha FM will launch a podcast incubator where young creatives can conceptualise and develop their own series under professional mentorship. The best content will be broadcast on FM and online, giving young voices national and international platforms.

- Masterclasses & International Exchange

Sky Alpha FM will leverage its global networks to facilitate virtual and in-person masterclasses with leading African and international broadcasters. Exchange programmes will allow selected team members and interns to participate in residencies with partner radio stations across the continent.

- Linguistic & Cultural Enrichment

Bilingual training materials will be deployed to ensure staff proficiency in delivering high-quality content in both Sesotho and English. This will not only support our 50/50 language policy but also enhance our team's ability to represent Lesotho's culture with depth and nuance



18:00-21:00 |

The Listener's Choice – Interactive music show driven by audience dedications, feedback, and live shout-outs.

21:00-00:00 |

Soul Reflections – Thoughtful conversations, poetry, and mellow music to close the week.



21:00–23:00 |

Sky Alpha Podcast Hour: Deep Cuts – Special podcast segments featuring creative industry roundtables, media ethics dialogues, and content from our regional and global partners.

Saturday Programming:

06:00–10:00 |

Litsoa-kotleng – A hard-hitting socio-political current affairs programme offering deep dives into weekly developments, policy analysis, and live debate.

10:00–13:00 |

The Forum – Special focus on civic education, youth mentorship, and leadership.

13:00–18:00 |

Metsoako: The Musical Journey – An energetic music mix traversing genres such as kwaito, hip-hop, Afro-pop, traditional Sesotho sounds, and continental hits.

18:00–21:00 |

Roots & Rhythms – Focus on indigenous music and stories from across Southern Africa.

21:00–00:00 |

Alpha Lounge Sessions – Live DJ sets, listener requests, and relaxed grooves to end the night.

Sunday Programming:

06:00–10:00 |

Spirit of the Nation – Gospel and spiritual nourishment, combined with reflections from religious leaders.

10:00–12:00 |

Jazz in the Air – A smooth blend of local and international jazz selections with commentary on jazz history and legends.

12:00–15:00 |

Heritage Hour – Explorations into Basotho history, storytelling, and oral traditions.

15:00–18:00 |

The Continental Link – African Music Icons special, spotlighting artists from across the continent and celebrating Pan-African creativity.

15:00–18:00 |

The Alpha Flight – Youth-led discussions on education, digital literacy, identity, and opportunity with \ high-tempoed music.

18:00–20:00 |

Lesotho Speaks – Community call-in forum on civic issues, social development, and national dialogue.

20:00–21:00 |

Sky Alpha Podcast Hour – Curated podcast content from our archives, featuring segments from the Digital Innovators Summit, the Lesotho Rap Archives, African Music Icons, and international collaborations.

21:00–00:00 |

Alpha Nights – Lifestyle, entertainment, and chilled evening music, engaging listeners winding down.

00:00–06:00 |

Overnight Lounge – Ambient soundscapes, highlights from the day, and selected replay features for night owls and global listeners.

Wednesday Programming Additions:

11:00–13:00 |

The Knowledge Bank – Feature interviews, masterclasses, and thought leadership in media, culture, and education.

19:00–21:00 |

Sky Alpha Podcast Hour: Midweek Edition – Long-form podcast explorations on innovation, storytelling, civic empowerment, and youth voices.

Thursday Programming Spotlight:

09:00–11:00 |

The Civic Hour (Deep Dive Edition) – A more investigative, long-format dive into key governance and civic issues.

13:00–15:00 |

TechTalk Thursdays – Exploring emerging tech trends, digital policy, artificial intelligence, and Africa's digital transformation

19:00–21:00 |

The Continental Link (Weekend Warm-Up) – In collaboration with African Music Icons, showcasing Pan-African music, artist interviews, and cultural exchanges.

Proposed Broadcasting Hours

Sky Alpha FM shall operate as a full-spectrum commercial radio station with uninterrupted broadcasting throughout the calendar year. Our proposed broadcasting hours are as follows:

- **Broadcasting Schedule:** 24 hours a day, 7 days a week, 365 days a year. This round-the-clock broadcasting model ensures that Sky Alpha FM remains accessible at all times—catering to diverse audience segments, including early risers, night-shift workers, students, professionals, and the Basotho diaspora across different time zones.

Programming will encompass:

- **Live Broadcasts:** Anchored by trained presenters and journalists, offering news, current affairs, talk shows, and real-time community engagement.
- **Pre-recorded Content:** High-quality curated segments covering education, entrepreneurship, arts and culture, health, and social development.
- **Syndicated Programmes:** Select partnerships with regional and international media networks will introduce globally relevant content, further positioning Sky Alpha FM as a bridge between Lesotho and the world.

This 24/7 model is not only a strategic response to audience demand but also reflects our commitment to consistent public service, cultural expression, and reliable access to information. It ensures the station becomes a trusted companion for listeners throughout their daily lives, while also supporting national goals of civic education, economic development, and youth empowerment.



Programming Summary

Sky Alpha FM's programming strategy is designed to deliver a balanced and bilingual blend of entertainment, education, public service, and cultural storytelling. With our 50/50 Sesotho-English content policy, we ensure that every programme block reflects linguistic inclusivity, cultural relevance, and community engagement.

06:00–09:00 |

Rise Lesotho – Morning drive show offering news, weather, traffic, business updates, and energizing music

09:00–11:00 |

The Civic Hour – Governance, public policy, and in-depth conversations with analysts, citizens, and policymakers

11:00–13:00 |

Seroala-Nkhoana – A focus on entrepreneurship, markets, youth innovation, and economic empowerment.

13:00–15:00 |

Culture Unplugged – Language, literature, traditional arts, and contemporary creative voices.

• Long-term Coverage Plan

Sky Alpha FM's expansion strategy is structured to progressively achieve nationwide coverage while simultaneously establishing a sustainable and globally integrated broadcasting model.

- **Year 1: Launch in Maseru**

We will begin operations in Maseru, Lesotho's capital and most populous urban area. Maseru offers optimal infrastructure, access to a high concentration of listeners, and proximity to major advertisers and institutions. This initial launch will serve as a testbed for technical operations, content resonance, and audience engagement.

- **Year 2: Expansion to Key Districts**

In the second year, coverage will extend to three strategic districts: Leribe, Mafeteng, and Mokhotlong. These regions were selected based on demographic reach, socio-economic relevance, and logistical feasibility. Each district presents a unique cultural and geographic identity, allowing the station to localise content while reinforcing its national footprint.

- **Year 3–5: Full National Rollout**

Over the next three years, Sky Alpha FM will achieve full national coverage, including remote highland areas and underserved rural communities. We will invest in additional transmission equipment, establish relay partnerships, and leverage mobile broadcasting units to overcome geographic challenges. Special emphasis will be placed on creating content hubs in hard-to-reach areas, ensuring community voices are captured and amplified.



- **Ongoing: Global Digital Presence**

Sky Alpha FM will continuously maintain and expand its global digital broadcasting infrastructure, which is rooted in the proven model of Sky Alpha HD. Through high-quality online streaming, podcast syndication, and digital engagement tools, the station will provide uninterrupted access to its programming across borders. This ensures that diaspora communities, development agencies, academic collaborators, and global audiences can engage with Lesotho's stories in real time.

- Crucially, Sky Alpha FM will leverage the robust international networks, institutional affiliations, and cultural partnerships established by its founder through decades of professional experience. These global relationships—spanning Africa, the U.S., Europe, and Asia—will be instrumental in promoting cross-border collaboration, international syndication of content, and heightened visibility for Basotho culture and creativity.

- This integrated approach combines regional expansion with global connectivity, enabling Sky Alpha FM to serve as a powerful and accessible media bridge between Lesotho and the world. Our phased coverage strategy prioritises inclusivity, scalability, and sustainability, while aligning fully with national development goals and regulatory aspirations.



Ownership, Funding, and Governance Structure

Sky Alpha FM is now fully owned and operated under Debra Holdings, a Lesotho-registered umbrella company with a strategic mandate to drive innovation, sustainability, and growth within the media and creative sectors.

This structural shift marks a departure from Sky Alpha HD, which served as the digital incubator and foundation upon which Sky Alpha FM has been built. As part of this transition, Sky Alpha FM has been repositioned within a more robust corporate framework, enabling focused oversight, disciplined growth, and long-term strategic alignment.

Ownership

Debra Holdings is the sole owner of Sky Alpha FM. Mr. Tello Dallas T. Leballo continues to serve as Executive Director of the station within this new corporate structure, ensuring continuity in vision, leadership, and industry expertise.

The consolidation under Debra Holdings reflects a deliberate effort to streamline operations, enhance institutional capacity, and build a broadcasting enterprise that is agile, community-driven, and commercially sustainable.



Governance Structure

Sky Alpha FM operates within the governance framework of Debra Holdings, which ensures professional oversight, accountability, and compliance with statutory obligations.

Executive Leadership

Mr. Leballo oversees all operational and editorial functions, including content strategy, financial planning, stakeholder relations, and regulatory compliance.

Corporate Oversight

Strategic decisions and resource allocation are guided by the executive management of Debra Holdings, which is committed to ensuring transparent operations and long-term viability.

Financial Reporting

Sky Alpha FM maintains accurate financial records and adheres to all relevant tax and compliance requirements under Lesotho law. Annual financial reports are reviewed and approved by Debra Holdings' internal finance team.

Debra Holdings' Stewardship

Debra Holdings is proud to welcome Sky Alpha FM under its portfolio as a flagship media entity. As an umbrella company, Debra Holdings is committed to nurturing Sky Alpha FM's growth with strategic direction, operational support, and a strong ethical foundation.

This transition marks the beginning of a focused journey — one rooted in innovation, integrity, and community impact. While Sky Alpha FM begins from a humble base, its foundation is firm, its leadership visionary, and its potential boundless.



Executive Summary

Sky Alpha FM represents a bold and strategic progression from Sky Alpha HD — a respected digital broadcasting platform known for its compelling content and growing audience reach. Based in Maseru, Lesotho, Sky Alpha FM is being launched as a 24-hour, seven-days-a-week commercial radio station, delivering a unique blend of terrestrial broadcasting and online streaming services.

The station is committed to broadcasting content that speaks to Lesotho's socio-economic realities, political landscape, and cultural heritage. Its programming will be firmly grounded in education, development, and the promotion of national identity, while maintaining a clear orientation towards quality and relevance.

The founding vision of Sky Alpha FM is shaped by Tello Dallas T. Leballo — an experienced Mosotho broadcaster, music consultant, and cultural industry advisor with over two decades of professional engagement across Africa and beyond. His leadership brings not only technical expertise but also a deep understanding of the media's transformative role in society.

Sky Alpha FM will adopt a bilingual broadcasting approach, delivering content equally in Sesotho and English. This linguistic balance ensures both cultural preservation and accessibility, catering to local communities while positioning the station for broader regional and international dialogue.

To ensure consistent delivery of professional and impactful content, the station has appointed a small but capable team of seasoned broadcasters. This team is central to realising the station's commitment to quality journalism, cultural relevance, and public trust.





Business Plan for Sky Alpha FM



DEBRA
Holdings

Debra Holdings Corporate Profile

Headquarters: Maseru, Kingdom of Lesotho | Founded: 2024

Our Origin Story

The genesis of Debra Holdings is one of bold vision, strategic acquisition, and purposeful leadership. In 2024, the company was formed as a Lesotho-registered holding enterprise with a mission to invest in, manage, and grow businesses that create measurable value not only for their shareholders but also for the nation and the wider African region.

Our journey commenced with two transformative steps:

1. The Acquisition of the Digital Innovators Summit (DIS) — An unprecedented national platform designed to address the twin challenges of the digital divide and the rising threat of misinformation. DIS brought together thought leaders, policymakers, young innovators, and civic actors to explore the ethical adoption of Artificial Intelligence and emerging technologies across education, health, agriculture, mining, water, energy, governance, and the creative industries.

2. The Acquisition and Relaunch of Sky Alpha FM — A visionary leap from the purely digital Sky Alpha HD into a fully-fledged bilingual commercial radio station, broadcasting 24/7 with equal weight given to Sesotho and English programming. Sky Alpha FM quickly established itself as a cultural hub, a voice for national development, and a platform for cross-border creative collaboration. These acquisitions were not isolated business transactions. They were deliberate strategic moves designed to anchor Debra Holdings as a corporate entity that invests where culture meets technology, where social value meets commercial viability, and where national identity meets global opportunity.



Debra Holdings (Pty) Ltd | +266 22312759 | dis@skyalphahd.com | www.skyalphahd.com | www.dislesotho.com

Our Vision

We envision Debra Holdings as the premier African holding company for media, innovation, and creative enterprises — a company that shapes industries, inspires communities, and redefines the trajectory of national development.

Our Mission

Our mission is to identify, acquire, and nurture businesses that:

- Drive ethical innovation with measurable social benefit.
- Preserve and promote African culture while remaining globally competitive.
- Achieve sustainable profitability without compromising integrity.
- Build ecosystems that empower young people and emerging entrepreneurs.



Core Values

Our values are not simply statements on paper; they are the principles that underpin every decision, partnership, and investment.

- **Innovation with Integrity:** We believe that technology must be transparent, accountable, and guided by ethics.
- **Cultural Pride:** Our platforms preserve and celebrate African heritage, ensuring that development does not erode identity.
- **Collaboration:** We actively seek partnerships across academia, civil society, government, and industry to maximise impact.
- **Impact-Driven Growth:** We design ventures to deliver measurable outcomes in both community wellbeing and financial performance.



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Our Portfolio

The Digital Innovators Summit (DIS)

Inaugurated: July 2024

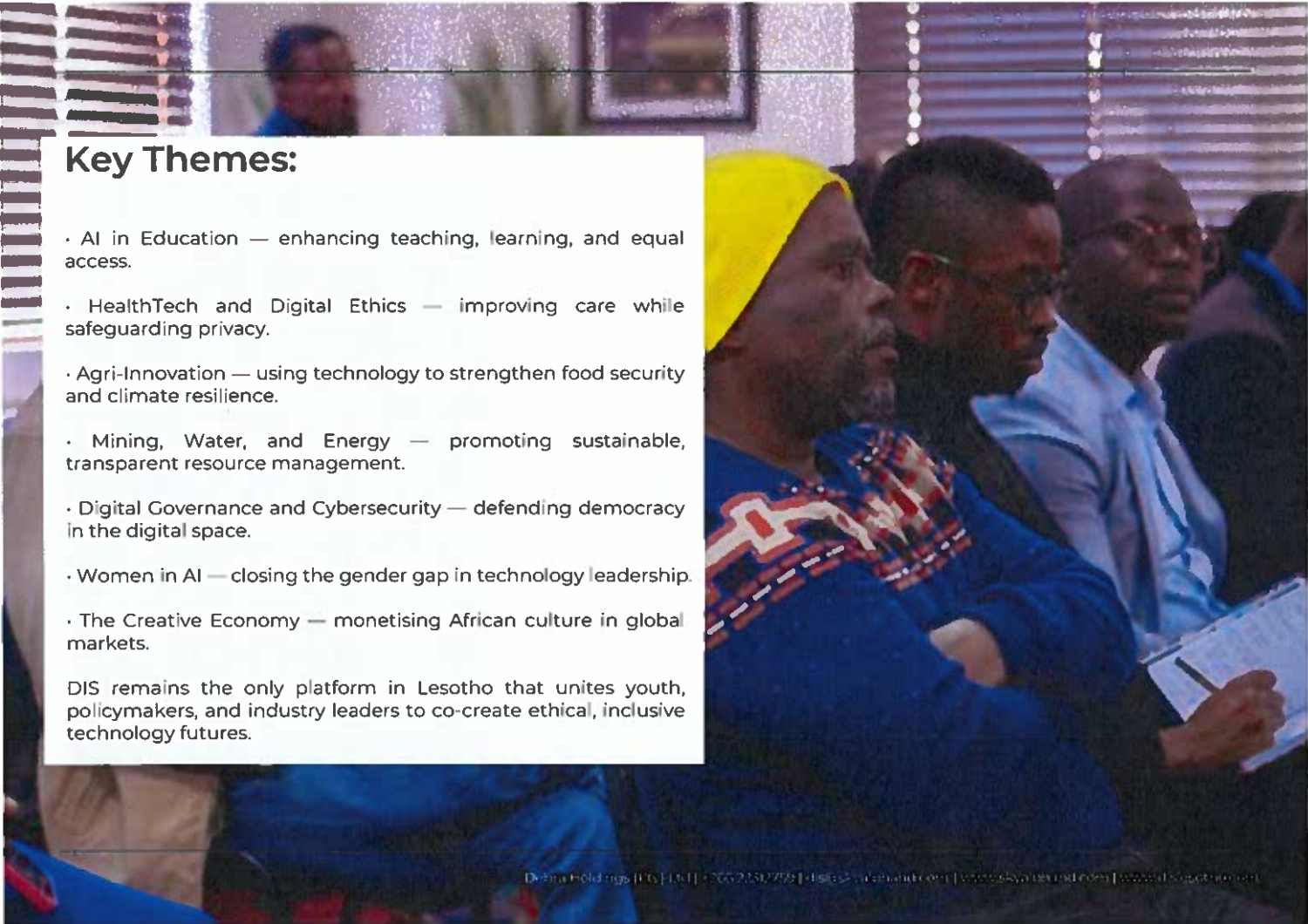
Focus: Digital literacy, AI ethics, and inclusive innovation

The Digital Innovators Summit is more than a conference — it is a national movement for digital justice, capacity building, and cross-sectoral dialogue. Inspired by global insights gathered through the prestigious International Visitor Leadership Programme (IVLP) in the United States, DIS was created to respond to two urgent realities:

1. The accelerating spread of sophisticated misinformation.
2. The uneven pace of digital literacy and AI adoption in Lesotho and across sub-Saharan Africa.

Impact to Date:

- Over 145 in-person attendees in its inaugural year.
- More than 142,000 digital impressions through livestreams, podcasts, and social media.
- Institutional partnerships with universities, technical colleges, NGOs, and the private sector.
- A decentralised model bringing events to both urban hubs and underserved districts, ensuring inclusion for rural communities.



Key Themes:

- AI in Education — enhancing teaching, learning, and equal access.
- HealthTech and Digital Ethics — improving care while safeguarding privacy.
- Agri-Innovation — using technology to strengthen food security and climate resilience.
- Mining, Water, and Energy — promoting sustainable, transparent resource management.
- Digital Governance and Cybersecurity — defending democracy in the digital space.
- Women in AI — closing the gender gap in technology leadership.
- The Creative Economy — monetising African culture in global markets.

DIS remains the only platform in Lesotho that unites youth, policymakers, and industry leaders to co-create ethical, inclusive technology futures.

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Sky Alpha FM

Launched: 2025 (as a terrestrial station; evolved from Sky Alpha HD)
Format: Bilingual (50% Sesotho, 50% English)
Coverage: Terrestrial broadcasting combined with global digital streaming

Sky Alpha FM is Lesotho's boldest radio innovation in a generation. Operating 24 hours a day, 7 days a week, the station delivers a unique blend of news, music, cultural storytelling, educational programming, and civic engagement.

Distinguishing Features:

- Equal bilingual content ensures inclusivity and accessibility.
- Integration of podcast content into FM radio, a first in the market.
- Programming rooted in Lesotho's socio-economic realities, with a strong focus on national development and African excellence.
- Pan-African cultural connections through the African Music Icons initiative.

Growth Projections:

- From a modest M120,000 in startup capital to a projected M1.27 million annual revenue by 2029.
- A phased expansion from Maseru to nationwide coverage within five years.

Sky Alpha FM is not just entertainment; it is an institution for civic education, youth empowerment, and cultural pride.

Strategic Goals (2025–2030)

1. Expand the Digital Innovators Summit into a pan-African platform with annual events across the Southern African Development Community (SADC) region.
2. Grow Sky Alpha FM to full national coverage, with syndication into neighbouring countries.
3. Establish the Debra Impact Fund to invest in youth-led innovations and creative startups.
4. Enter the creative economy value chain with ventures in film, music publishing, and digital content production.
5. Create an in-house Media Innovation Lab for experimental content formats, AI-driven storytelling, and cross-platform audience engagement.

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Leadership

Debra Holdings is driven by a leadership team that blends technical expertise with visionary thinking.

Founder & Executive Director: Tello Dallas T. Leballo — An award-winning broadcaster, music consultant, and cultural industry advisor with over two decades of pan-African and international experience. His track record includes advisory roles across Africa, the United States, Europe, and Asia, as well as leadership in major cultural and educational initiatives.

The wider management team includes experts in journalism, content strategy, marketing, technology, and community engagement, ensuring a robust governance structure and operational excellence.



Why Partner with Debra Holdings

- **Proven Impact:** From the national reach of DIS to the cultural influence of Sky Alpha FM, we deliver results that matter.
- **Cross-Sector Relevance:** Our work touches education, technology, culture, governance, and commerce.
- **Scalable Models:** Both portfolio companies are designed for growth beyond Lesotho's borders.
- **Brand Equity:** We are already recognised as a leader in ethical innovation and cultural broadcasting.
- **Long-Term Sustainability:** We blend lean financial models with high-impact programming to ensure resilience.

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Corporate Social Responsibility

CSR is not a side project — it is the heart of our operations. Every Debra Holdings initiative is designed to generate both financial returns and measurable social benefit.

Our CSR pillars include:

- **Digital Literacy for All** — free training workshops in schools and communities.
- **Cultural Heritage Preservation** — recording and archiving Basotho music, oral traditions, and history.
- **Youth Mentorship** — structured internships and career development programmes.
- **Community Storytelling** — funding local content creators to tell authentic stories from their regions.

Debra Holdings (Pty) Ltd
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